

Amendments of the Claims

This listing of claims will replace all prior versions and listings of claims in the present application.

Listing of Claims:

1. (Currently Amended) A method for providing access to a passive ~~video-product~~ program guide or barker channel and interactive content from an interactive application comprising:

providing a branded selectable option having a product brand logo graphic of a provider of the passive ~~video-product~~ program guide or barker channel and interactive content within a first interactive application display;

providing, in a second display replacing the first display, the passive ~~video-product~~ program guide or barker channel and interactive content from the provider in response to a user selecting the option from the interactive application display; and

providing additional information on the interactive content in response to the user selecting the interactive content.

2. (Canceled)

3. (Previously Presented) The method defined in claim 1 wherein:

the interactive content comprises an alert icon;
and

providing additional information on the interactive content comprises providing a merchandising

opportunity to the user in response to the user selecting the alert icon.

4. (Currently Amended) The method defined in claim 3 wherein the alert icon is overlaid onto the passive ~~video product~~ program guide or barker channel.

5. (Currently Amended) The method defined in claim 1 wherein:

the interactive content comprises a television program listing; and

providing additional information on the interactive content comprises providing additional information for the television program listing in response to the user selecting the ~~television~~ television program listing.

6. (Original) The method defined in claim 1 wherein:

the interactive application is an interactive television program guide; and

the branded selectable option is a branded selectable menu option of the interactive television program guide.

7. (Original) The method defined in claim 1 wherein the interactive application is a web browser.

8. (Currently Amended) The method defined in claim 1 wherein providing the passive ~~video-product~~ program guide or barker channel comprises tuning equipment associated with the user to a television channel.

9-17. (Canceled)

18. (Currently Amended) A method for providing advertisements within an interactive application implemented at least in part on user equipment comprising:

providing branded passive programming with an advertisement associated with a brand inserted into the passive programming to the user equipment;

displaying on the user equipment an alert icon overlaid on the currently displayed branded passive programming that indicates availability of additional information associated with the currently displayed branded passive programming;

providing a user associated with the user equipment with an opportunity to select the alert icon to indicate a desire to access the additional information; and

providing an interactive display on the user equipment in response to the user selection, wherein the display comprises an advertisement associated with the brand of the currently displayed branded passive programming.

19. (Original) The method defined in claim 18 wherein the passive programming is a television program, a commercial, a pay-per-view program, or a passive video product segment.

20. (Original) The method defined in claim 18 further comprising retrieving the advertisement.

21. (Previously Presented) The method defined in claim 20 wherein retrieving the advertisement comprises retrieving the advertisement according to a schedule.

22. (Previously Presented) The method defined in claim 20 wherein retrieving the advertisement comprises retrieving the advertisement according to a real-time flag.

23. (Original) The method defined in claim 18 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

24. (Original) The method defined in claim 18 wherein:

the interactive application is an interactive television program guide; and

providing the interactive display comprises providing the advertisement as a panel advertisement in an interactive television program guide display.

25. (Withdrawn) A method for providing advertisement space to advertisers across television-related products comprising:

allocating advertisement time for an advertiser both 1) in an interactive application and 2) during a passive program, wherein the advertisement time is allocated across the interactive application and the passive program such that the timing of a first advertisement for the advertiser shown in a display of the interactive application coincides with the timing of a second advertisement for the same advertiser being shown in the passive program, and wherein the first and second advertisements are not simultaneously displayed on the same screen.

26. (Withdrawn) The method defined in claim 25 further comprising:

providing a user with an opportunity to select the first advertisement in the interactive application; and
providing the passive program in response to the user selecting the first advertisement in the interactive application.

27. (Withdrawn) The method defined in claim 25 wherein the passive program is a television program, a commercial, a pay-per-view program, or a passive video product segment.

28. (Withdrawn) The method defined in claim 25 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

29. (Currently Amended) A system for providing access to a passive ~~video-product~~ program guide or barker channel and interactive content from an interactive application comprising:

means for providing a branded selectable option having a product brand logo graphic of a provider of the passive ~~video-product~~ program guide or barker channel and interactive content within a first interactive application display;

means for providing, in a second display replacing the first display, the passive ~~video-product~~ program guide or barker channel and interactive content from the provider in response to a user selecting the option from the interactive application display; and

means for providing additional information on the interactive content in response to the user selecting the interactive content.

30. (Canceled)

31. (Previously Presented) The system defined in claim 29 wherein:

the interactive content comprises an alert icon;
and

the means for providing additional information on the interactive content comprises means for providing a merchandising opportunity to the user in response to the user selecting the alert icon.

32. (Currently Amended) The system defined in claim 31 wherein the alert icon is overlaid onto the passive ~~video~~ product program guide or barker channel.

33. (Currently Amended) The system defined in claim 29 wherein:

the interactive content comprises a television program listing; and

the means for providing additional information on the interactive content comprises means for providing additional information for the television program listing in response to the user selecting the ~~television~~ television program listing.

34. (Previously Presented) The system defined in claim 29 wherein:

the interactive application is an interactive television program guide; and

the branded selectable option is a branded selectable menu option of the interactive television program guide.

35. (Previously Presented) The system defined in claim 29 wherein the interactive application is a web browser.

36. (Currently Amended) The system defined in claim 29 wherein the means for providing the passive ~~video-product~~ program guide or barker channel comprises means for tuning equipment associated with the user to a television channel.

37-45. (Canceled)

46. (Currently Amended) A system for providing advertisements within an interactive application running at least in part on user equipment comprising:

means for providing branded passive programming with an advertisement associated with a brand inserted into the passive programming to the user equipment;

means for displaying on the user equipment an alert icon overlaid on the currently displayed branded passive programming that indicates availability of additional information associated with the currently displayed branded passive programming;

means for providing a user associated with the user equipment with an opportunity to select the alert icon to indicate a desire to access the additional information; and

means for providing an interactive display on the user equipment in response to the user selection, wherein the display comprises an advertisement associated with the brand of the currently displayed branded passive programming.

47. (Original) The system defined in claim 46 wherein the passive programming is a television program, a commercial, a pay-per-view program, or a passive video product segment.

48. (Original) The system defined in claim 46 further comprising means for retrieving the advertisement.

49. (Original) The system defined in claim 48 wherein the means for retrieving an advertisement comprises retrieving an advertisement according to a schedule.

50. (Original) The system defined in claim 48 wherein the means for retrieving an advertisement comprises retrieving an advertisement according to a real-time flag.

51. (Original) The system defined in claim 46 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

52. (Original) The system defined in claim 46 wherein:

the interactive application is an interactive television program guide; and

the means for providing the interactive display comprises means for providing the advertisement as a panel

advertisement in an interactive television program guide display.

53. (Withdrawn) A system for providing advertisement space to advertisers across television related-products comprising:

means for allocating advertisement time for an advertiser both 1) in an interactive application and 2) during a passive program, wherein the advertisement time is allocated across the interactive application and the passive program such that the timing of a first advertisement for the advertiser shown in a display of the interactive application coincides with the timing of a second advertisement for the same advertiser being shown in the passive program, and wherein the first and second advertisements are not simultaneously displayed on the same screen.

54. (Withdrawn) The system defined in claim 53 further comprising:

means for providing a user with an opportunity to select the first advertisement in the interactive application; and

means for providing the passive program in response to the user selecting the first advertisement in the interactive application.

55. (Withdrawn) The system defined in claim 53 wherein the passive program is a television program, a commercial, a pay-per-view program, or a passive video product segment.

56. (Withdrawn) The system defined in claim 53 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

57. (Currently Amended) A system for providing access to a passive ~~video-product~~ program guide or barker channel and interactive content from an interactive application comprising:

user equipment on which an interactive application is at least partly implemented, wherein the interactive application is configured to:

provide a first display on the user equipment, wherein the first display comprises a branded selectable option having a product brand logo graphic of a provider of the passive ~~video-product~~ program guide or barker channel and interactive content;

provide a second display on the user equipment replacing the first display comprising the passive ~~video-product~~ program guide or barker channel and interactive content from the provider in response to a user selecting the option; and

provide, on the user equipment, additional information on the interactive content in response to the user selecting the interactive content.

58. (Canceled)

59. (Previously Presented) The system defined in claim 57 wherein:

the interactive content comprises an alert icon;
and

the additional information comprises a merchandising opportunity.

60. (Currently Amended) The system defined in claim 59 wherein the alert icon is overlaid onto the passive ~~video~~ product program guide or barker channel.

61. (Previously Presented) The system defined in claim 57 wherein:

the interactive content comprises a television program listing; and

the additional information comprises additional information for the television program listing.

62. (Original) The system defined in claim 57 wherein:

the interactive application is an interactive television program guide; and

the branded selectable option is a branded selectable menu option of the interactive television program guide.

63. (Original) The system defined in claim 57 wherein the interactive application is a web browser.

64. (Original) The system defined in claim 57 wherein the interactive application is configured to provide the passive programming by tuning the user equipment to a television channel on which the passive programming is provided.

65-73. (Canceled)

74. (Currently Amended) A system for providing advertisements within an interactive application comprising:

user equipment on which an interactive application is at least partly implemented, wherein the interactive application is configured to:

provide a display on the user equipment, wherein the display comprises branded passive programming with an advertisement associated with a brand inserted into the passive programming;

display on the user equipment an alert icon overlaid on the currently displayed branded passive programming that indicates availability of additional information associated with the currently displayed branded passive programming;

provide a user with an opportunity to select the alert icon to indicate a desire to access the additional information; and

provide a display in response to the user selection, wherein the display comprises an advertisement associated with the brand of the currently displayed branded passive programming.

75. (Previously Presented) The system defined in claim 74 wherein the passive programming is a television program, a commercial, a pay-per-view program, or a passive video product segment.

76. (Previously Presented) The system defined in claim 74 wherein the interactive application is further configured to retrieve the advertisement.

77. (Previously Presented) The system defined in claim 74 wherein the interactive application is further configured to retrieve the advertisement according to a schedule.

78. (Previously Presented) The system defined in claim 74 wherein the interactive application is further configured to retrieve the advertisement according to a real-time flag.

79. (Previously Presented) The system defined in claim 74 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

80. (Previously Presented) The system defined in claim 74 wherein:

the interactive application is an interactive television program guide; and

the interactive television program guide is configured to provide the advertisement as a panel advertisement.

81. (Withdrawn) A system for providing advertisement time to advertisers across television related products comprising:

a distribution facility configured to provide passive programming having a first advertisement for an advertiser during a given time block; and

user equipment on which an interactive application is at least partly implemented, wherein the

interactive application is configured to provide a display comprising a second advertisement for the same advertiser during the given time block, wherein the user equipment does not simultaneously provide display of the first and second advertisements.

82. (Withdrawn) The system defined in claim 81 wherein the interactive application is further configured to:
provide a user with an opportunity to select the second advertisement in the display provided by the interactive application; and

provide the passive programming in response to the user selecting the second advertisement in the interactive application.

83. (Withdrawn) The system defined in claim 81 wherein the passive programming is a television program, a commercial, a pay-per-view program, or a passive video product segment.

84. (Withdrawn) The system defined in claim 81 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.